

SYSTEM AND METHOD FOR ANALYZING TRANSACTION DATA**Abstract**

The present invention provides management of transaction data effectively to

5 process, store, analyze, review, and visualize transaction data. The present invention is compatible with transaction data from internet accesses to Web-sites.

The present invention provides a unified data collection and processing scheme with an interactive visualization tool for the processed data. The present invention receives transaction data and then processes this transaction data to create an

10 efficient data structure representing the data. As a result, the present invention also provides an interactive visualization tool for the strategists, transaction data maintenance personnel, and Web-site maintenance personnel to effectively and efficiently review transaction data to provide a convenient tool for managing transaction data or a Web-site and visualizing its effectiveness. Furthermore, the

15 present invention also provides for the aggregation of such transaction data.

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